

Internal Assessment Test - 2

Sub: B2B Marketing Management

Code: 20MBAMM401

Date: 08/07/2022

Duration: 90 mins

Max Marks: 50

Sem: IV

Branch: MBA

OBE

Marks CO RBT

Part A - Answer Any Two Full Questions (20*02=40 Marks)				
1(a)	What do you mean by Standard Industrial Classification?	[03]	CO2	L1
(b)	Explain how B2B market segmentation is different from B2C market segmentation.	[07]	CO2	L2
(c)	Describe how does market research help B2B markets in assessing opportunities?	[10]	CO2	L2
2(a)	State what is USP with a relevant example.	[03]	CO3	L1
(b)	Explain the role of strategic planning in the context of industrial marketing.	[07]	CO2	L2
(c)	Differentiate Consumer market research and B2B market research	[10]	CO2	L2
3(a)	What is B2B positioning?	[03]	CO3	L1
(b)	Briefly explain target market selection strategies in an industrial market	[07]	CO2	L2
(c)	Explain the different steps involved in B2B market research process.	[10]	CO2	L2
Part B - Compulsory (01*10=10marks)				
4.	“Advertising and Sales Promotion are not the major techniques of Promoting Industrial Products.” Do you agree? Justify your answer.	[10]	CO3	L2

Course Outcomes		Blooms Level	PO1	PO2	PO3	PO4	PO5
CO1	Understand significance of B2B marketing.	L1	0	0	0	0	0
CO2	Ability to create an integrated marketing communications plan which includes promotional strategies	L2	1a,1b,1c,2b,2c,3b,3c	0	0	0	0
CO3	Effectively use marketing communication for customer acquisition	L2	2a,3a,4	0	0	0	0
CO4	Define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics.	L3	0	0	0	0	0

Cognitive level	KEYWORDS
L1	list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc.

L2	describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss
L3	calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify
L4	classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select
L5	grade, test, measure, defend, recommend, convince, select, judge, support, conclude, argue, justify, compare, summarize, evaluate
L6	design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate

<p><i>PO1–Theoretical Knowledge; PO2–Effective Communication Skills; PO3–Leadership Qualities; PO4 –Sustained Research Orientation; PO5 –Self-Sustaining Entrepreneurship</i></p>

CI

CCI

HOD